Welsh Health Tech Startup Nudjed Attracts Over 100 Years of Experience With Newly Announced Board of Advisors

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Starts 2015 with fast-growth New Year's resolutions in wake of Welsh Government investment and Superdrug partnership

Health tech company Nudjed made headlines recently with news of a partnership with high street chemist Superdrug, and its receipt of the first award from the Finance Wales Technology Seed Fund. Today, the company announces the appointment of a board of advisors to aid the team as they rapidly expand the business in 2015.

Co-founders Warren Fauvel and Neil Atherton will be joined in an advisory capacity by four veteran businessmen who have over 107 years of combined experience in building business and generating revenue in excess of £1 billion:

Paul Watkins – now an executive coach based in Geneva, Paul has gained vast experience through leadership positions at IBM, Micron and global gaming company Corsair.

David Ward Walton – a former Saatchi & Saatchi Group Director, David has also held key positions at Sony, GTECH and Lyons and launched three successful businesses. He is a registered GrowthAccelerator coach and a business mentor with the Welsh Government.

Ashley Cooper – founder of market-leading TES Aviation Group, which topped £100m revenues in 2013, Ashley sold his final equity piece in 2012 on the introduction of Mitsubishi Corporation and stepped down as CEO in 2014. Ashley has also worked at Rolls Royce and General Electric is a Chartered Director from the Institute of Directors and currently holds Board Director / Investment positions in a range of growing businesses.

Mark Hindmarsh – a specialist in the technology and media and digital advertising sectors, Mark has helped establish and launch startups including Active Imaging, yet2.com and Coull. He is a founding partner of Versatile Connections and Smart Anchor Ventures, which works with high-growth Welsh SMEs.

For more information on the board members, refer to this fact sheet.

Nudjed CEO and co-founder Warren Fauvel says: "As a startup, accessing the 'been there, done that' advice that these advisors offer is integral to our successful growth. It gives me huge pleasure to have the opportunity to work with and learn from such experienced individuals. This announcement shows how fast we're developing as a company."

Commenting on why he believes Nudjed will succeed, David Ward Walton said: "Nudjed ticks all the boxes, and they've developed a great product that perfectly meets a pressing market need."

Mark Hindmarsh added: "I wouldn't have invested personally, and be spending my time with Nudjed, if I didn't think they were going to be successful in addressing such a large market opportunity."

Founded in 2013, Nudjed recently secured £125,000 from the Welsh government, the inaugural investment awarded from Finance Wales' new dedicated technology fund.

Notes to editors:

Nudjed was founded by Neil Atherton (a scientist) and Warren Fauvel (a designer), who combined their expertise to create a service that uses intelligent technology and behavioural science to help users achieve health, fitness and weight loss goals through a step-by-step series of personal challenges.

Press resources for Nudjed – including logos, founder photos, company infographic and video – are available online at www.nudjed.com/press

For further Nudjed press information, contact:

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